DEVOE LEAD & ZINC PAINT

Devoe & Raynolds Co. Inc.

NEW YORK CHICAGO

DEVOE

LEAD-AND-ZINC

PAINT

FEWER GALLONS—WEARS L

ATHENAEUM OF PHILADELPHIA

ID CAT 1920 Devoe & Raynolds Co. Inc.

GUARANTEE OF PUR

This Paint is put up full measur
guaranteed to be composed

50% PURE WHITE LEA
(Carbonate of Lead)

50% PURE WHITE ZIN
(Oxide of Zinc)

WITH THE PROPER AMOUNTS OF
PURE TINTING COLOR
PURE LINSEED OIL
PURE TURPENTINE DR

AND NOTHING ELSE

DEVOE & RAYNOLDS CO., Inc.

The only exceptions to this are the dark colors, such as No. 501 Bottle Green, etc., which cannot be produced with white lead and white zinc. Such colors are, however, manufactured with the best material obtainable, and necessary to produce the exact shade required.

Back of every can of DEVOE sold, in addition to the guarantee of purity and full measure, there is this guarantee of satisfaction.

GUARANTEE OF SATISFACTION

There is no more severe critic, no more searching investigator than Father Time. He thinks calmly, acts slowly, and judges wisely.

Devoe Products have been highly regarded for more years than this country has been a Republic. When you use Devoe Paint Products, you get the benefit of the hardest test possible—Father Time's.

In addition you are backed by the following Devoe guarantee:

Use Devoe according to directions, with the understanding that if you believe it faulty at the time you put it on, or afterwards in the wear, we will make you satisfactory restitution.

Signed,

DEVOE & RAYNOLDS CO., Inc.

531
Ivory

565
Light
Cream

598
Cream
Tint

595
Bright
Yellow

577
Colonial
Yellow

533
Light
Brown

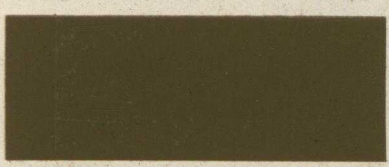
505
Seal
Brown

506
Dark
Brown

***547. Outside White** (Gloss). A beautiful clear white. Has that real oil gloss, so much desired. A natural heavy bodied painter's paint.

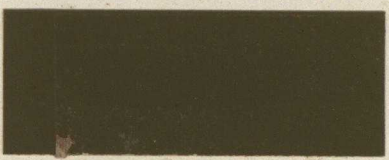
579
Light
Gray

567
Pearl

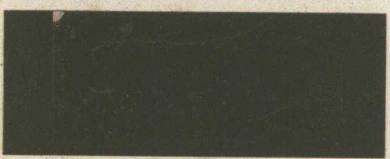


591
Neutral
Gray

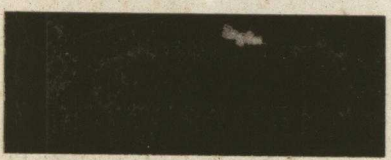
578
Greenish
Gray



535
Steel
Gray



594
Light
Lead



532
Pure
Gray

522
Slate

***546. Inside White.** (Eggshell or Semi-Gloss.) Intended entirely for inside use. Will dry overnight. Has splendid body but is not suitable as an undercoat for White Enamel. For that purpose we recommend Devoe Flat White Undercoat.

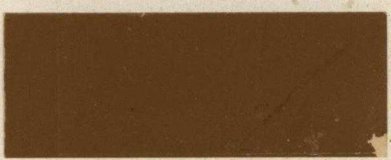
COLORS MARKED * ARE HIGHER IN PRICE

528
Ceiling
Blue

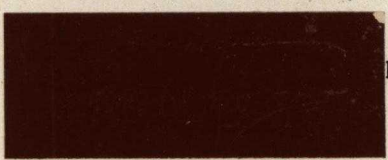
516
Manila

561
Light
Leather

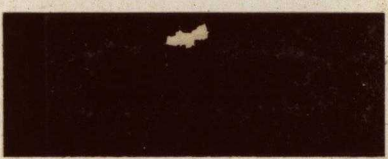
527
Buff



518
Fawn



566
Pompeian
Red



587
Indian
Red

*515
Cardinal
Red

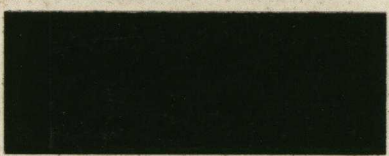
***548. Inside White.** (High Gloss). For inside work only. It is in fact a high grade enamel and should be undercoated with Devoe Flat White Undercoat to bring out its full beauty. Any Varnish White should always be used over a good grade Flat White Undercoat.

529 Shell Pink

510 Green Tint

507 Sea Green

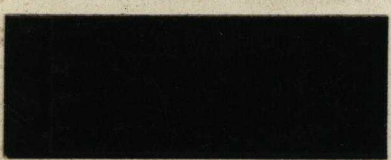
504 Olive Green



514 Moss Green

*581 Blind Green

*544 Dark Green



501 Bottle Green

583. Black. (A Full Oil Gloss Black.) Good for slow drying work where an extremely durable finish is required.

Store Front Black. An oil paint with enough dryer in it to make it dry overnight. Recommended for doors, store fronts, sashes, etc.

DEVOE

LEAD-AND-ZINC

PAINT

FEWER GALLONS — WEARS LONGER

GUARANTEE OF COVERING CAPACITY

Paint half your house DEVOE; paint the other half whatever you like.

If DEVOE doesn't take fewer gallons and cost less money, we will make no charge for DEVOE.

If DEVOE doesn't wear a year or two or three years longer—longer and better—we'll give you enough to paint it again.

Or, paint half your house lead-and-oil, the other half DEVOE. In three years the lead-and-oil half will be hungry for more paint, with DEVOE still sound.

If not, we'll GIVE you enough for the whole house.

Naturally on some work Devoe Lead and Zinc Paint will cover a greater surface than on other work on account of the condition of the wood and therefore the following should simply be considered an average case worked out for the convenience of the consumer.

AVERAGE COVERING CAPACITY OF DEVOE LEAD AND ZINC PAINT

One gallon of this paint, properly brushed out and applied, over an average surface, will cover 350 square feet two coats, or 600 square feet one coat.

To ascertain the number of gallons required to paint a house in average condition—

Add:	For Example
Width of front	35 feet
Width of back	35 feet
Length of one side	35 feet
Length of other side	35 feet
Total	140 feet
Multiply by height of house	30 feet
Total square feet	4200

For one coat divide 4200 by 600 = 7 gals.
For two coats divide 4200 by 350 = 12 gals.

DEVOE
LEAD-AND-ZINC PAINT

DIRECTIONS:

1. Pour out all the liquid found in the container into a separate can.

2. Thoroughly mix the remaining pigment with a very little of the liquid, stirring with a wide paddle. As the liquid is absorbed by the pigment, gradually add more liquid until all has been re-added to the paint. Stir until it is apparently right to apply and then stir about that much more.

3. Pour the paint from one can into another several times. This will secure an even mixture which is essential. Thick paint will peel, and real thin paint will not cover.

4. Oil and water will not mix. Therefore, do not paint in damp, foggy or frosty weather, as under these conditions the pores of the wood are full of moisture which naturally prevents the oil from penetrating the wood and obtaining a firm anchorage. Paint used under these conditions will peel. Therefore, apply paint in dry weather, always allowing time for any moisture to dry out of the wood.

5. It is also unwise to paint in extremely cold or hot weather. In cold weather paint will shrivel up in drying. In hot weather paint is apt to form in drop or tears, after it is brushed on.

6. Do not paint on damp, unseasoned, sappy or pitchy wood. Same reasons apply as noted in paragraph 4.

7. Do not paint over dirty, dusty or greasy surfaces. Soft coal produces a greasy surface. Paint will not hold on such a surface and will sooner or later peel off. Such a surface should be washed off with soap and water, and allowed to dry thoroughly, before applying paint.

8. Do not prime or apply any paint until new plastering is thoroughly dried out. Plaster contains water and in drying much of the water goes through the clap-boarding and a condition exists the same as in paragraph 4.

9. Do not use a cheap primer made of sandy Yellow Ochre, which is often ground in petroleum oil. This is absolutely the worst kind of an undercoat and paint applied over such a surface will surely peel

10. For new woodwork outside apply Devoe Lead and Zinc Paint as follows:

(*a*) Coat all knots, pitchy and sappy places with Shellac, to prevent the pitch from coming through the paint. Use White Shellac under light colored paints and Orange Shellac under dark colored paints.

(*b*) Priming coat or first coat: Reduce Devoe Lead and Zinc Paint in the proportion of one gallon of pure Linseed Oil to each gallon of paint. However, when painting resinous wood instead

#22647615 Td Cat
11-7-90 1920 Devoe...

of treating as above, thin the priming coat with one quart of pure Turpentine and one-half gallon of pure Linseed Oil to each gallon of Devoe Lead and Zinc Paint.

(*c*) Seams and nailholes should be puttied after the priming coat is dry. For this purpose we recommend Devoe Putty, as it is made from Whiting and Linseed Oil.

(*d*) Second coat: Thin with a pint to a quart of pure Turpentine to each gallon of Devoe Lead and Zinc Paint.

(*e*) Third coat: Apply Devoe Lead and Zinc Paint as it comes from the can. If Paint seems too thick while using, thin with pure Linseed Oil only.

11. Two Coat Work. It is not economy to be satisfied with merely two coats over new woodwork. Always use two coats over the priming coat; in other words, a three coat job —it will look better and wear longer. However, if it is deemed expedient to apply but one coat over the priming coat, or two coats in all, Devoe Lead & Zinc Paint should be used as follows:

(*a*) Priming coat: Reduce with Linseed Oil in the proportion of one-half gallon of Linseed Oil to each gallon of Devoe Lead & Zinc Paint. However, when painting resinous wood instead of treating as above, thin the priming coat with one pint of pure Turpentine and one quart of pure Linseed Oil to each gallon of Devoe Lead & Zinc Paint.

(*b*) Finishing coat: Apply Devoe Lead & Zinc Paint as it comes from the can. If necessary, thin slightly using pure Linseed Oil.

12. Always use pure Linseed Oil in thinning Devoe Lead & Zinc Paint. Raw Linseed Oil is preferable.

13. Devoe Lead & Zinc Paint should always be well rubbed out under the brush, and should be spread evenly. Use "elbow grease." Thin, well brushed coats, will wear very much longer than thick coats.

14. Always use a good bristle brush. Devoe Brushes are guaranteed "All Pure Bristle."

15. Never put on a coat of paint until the preceding coat is thoroughly dry. Allow at least a week between coats where possible.

16. In repainting an old house considerable judgment should be used in adapting the paint to the condition of the o'd surface.

17. Where the surface has gone without painting for a long time and the paint is thoroughly dried out, we recommend that Devoe Lead & Zinc Paint be applied as follows:

(*a*) First coat: To each gallon of Devoe Lead & Zinc Paint add one quart of pure Linseed Oil and one pint of Turpentine.

(*b*) Second coat: Use Devoe Lead & Zinc Paint as it comes from the can. If necessary, thin slightly using pure Linseed Oil.

18 Where the old paint is still glossy and hard as under the cornice, or porch protected from the weather, we recommend that the surface

first be roughened by sanding with coarse sandpaper and then apply Devoe Lead & Zinc Paint as follows:

(*a*) First coat: Thin Devoe Lead & Zinc Paint with one pint to one quart of pure Turpentine to each gallon of paint.

(*b*) Second coat: Apply Devoe Lead & Zinc Paint as it comes from the can. If necessary, thin slightly using pure Linseed Oil.

19. When paint has been on the house for a long time, it sometimes becomes dead and full of minute cracks, or alligatored. Moisture goes through the cracks and works under the paint which soon rots out the priming coat. The paint is then only loosely attached to the woodwork.

20. If a new coat of paint is applied to this old paint, the new paint will shrink in drying and will pull off the old loosely attached paint causing the paint to peel.

21. Note carefully that all Linseed Oil paints shrink in drying (we are not talking about Devoe Paint especially). Therefore, do not blame the new coat for peeling; but put the blame on the house which has remained unpainted too long.

22. Through many years of experience we can confidently assert that 90% of the cases of peeling are due to the pulling off of the old loosely attached paint by the new paint.

23. Before repainting a house, the old paint should be carefully examined to see if it has lost its hold. A penknife should be slipped under the old paint in various places and if same comes off easily in flakes, something must be done to the house before the new paint is put on.

24. We recommend when you find that the old paint is loosely attached to the woodwork, that the old paint be removed before repainting. If this is not done no paint will stay on the building. It will surely peel.

25. Paint in this condition can generally be removed by using a good wire brush. If it is too far gone best results will be obtained by burning the old paint off with a paint burner.

26. *Special attention* is called to the fact that dark shades of paint cover or hide better than light shades. Consequently one coat of dark paint is oft times apparently satisfactory and the application of a second or third coat is postponed. Frequently, in such cases after a year or so the paint apparently fades. This however is not really a fact as the color is still there in full strength, but owing to the disappearance of the Linseed Oil, part of which has been absorbed by the wood an excess quantity of the pigment which is always dull in appearance—remains on the surface.

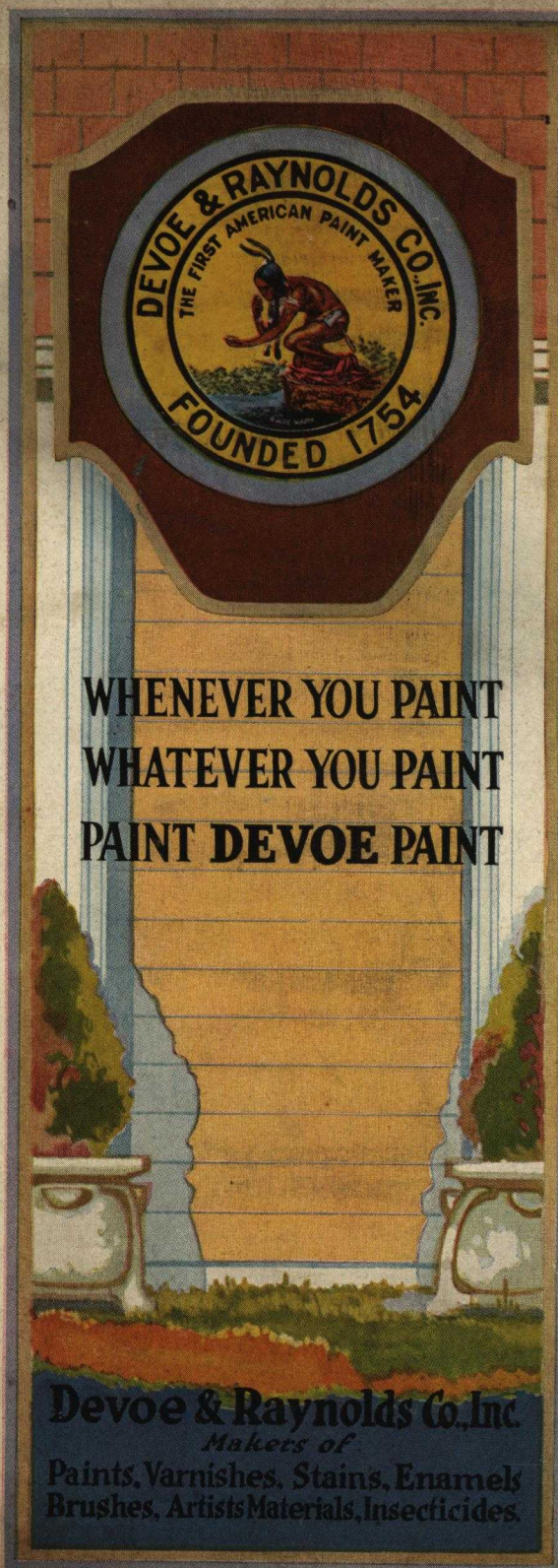
Therefore, if possible always use two or three coats of paint, especially in dark colors. This will insure a larger proportion of Linseed Oil remaining in the paint film, thereby resulting in a far more satisfactory job.

27. "We recommend that you employ a good painter for painting any large surface."

28. Use a Devoe "All Bristle" Brush to apply.

SUGGESTED COLOR COMBINATION

Body Color	Trimming Color
501 Bottle Green	565 Light Cream 514 Moss Green 510 Green Tint 547 Outside White
504 Olive Green	565 Light Cream 510 Green Tint 587 Indian Red 566 Pompeian Red 547 Outside White
505 Seal Brown	579 Light Gray 531 Ivory 565 Light Cream 533 Light Brown 561 Light Leather 547 Outside White
506 Dark Brown	510 Green Tint 565 Light Cream 547 Outside White
507 Sea Green	565 Light Cream 504 Olive Green 547 Outside White
510 Green Tint	565 Light Cream 514 Moss Green 504 Olive Green 547 Outside White
514 Moss Green	565 Light Cream 507 Sea Green 510 Green Tint 547 Outside White
515 Cardinal Red	For Trimmer. Use 566 as an undercoat.
516 Manila	547 Outside White 561 Light Leather 518 Fawn 531 Ivory
518 Fawn	533 Light Brown 505 Seal Brown 565 Light Cream 547 Outside White
522 Slate	565 Light Cream 578 Greenish Gray 579 Light Gray 501 Bottle Green 547 Outside White
527 Buff	579 Light Gray 533 Light Brown 518 Fawn 598 Cream Tint 547 Outside White
528 Ceiling Blue	
529 Shell Pink	Not intended for outside use
531 Ivory	514 Moss Green 518 Fawn 533 Light Brown 504 Olive Green 547 Outside White
532 Pure Gray	579 Light Gray 522 Slate 591 Neutral Gray 565 Light Cream 547 Outside White
533 Light Brown	531 Ivory 527 Buff 598 Cream Tint 577 Colonial Yellow 547 Outside White
535 Steel Gray	531 Ivory 578 Greenish Gray 522 Slate 506 Dark Brown 501 Bottle Green 547 Outside White
544 Dark Green	565 Light Cream 514 Moss Green 507 Sea Green 510 Green Tint 547 Outside White
561 Light Leather	518 Fawn 505 Seal Brown 565 Light Cream 547 Outside White
565 Light Cream	518 Fawn 533 Light Brown 561 Light Leather 505 Seal Brown
566 Pompeian Red	501 Bottle Green 514 Moss Green 565 Light Cream 547 Outside White
567 Pearl	506 Dark Brown 505 Seal Brown 533 Light Brown 531 Ivory 547 Outside White
577 Colonial Yellow	565 Light Cream 533 Light Brown 505 Seal Brown 504 Olive Green 547 Outside White
578 Greenish Gray	565 Light Cream 594 Light Lead 501 Bottle Green 533 Light Brown 547 Outside White
579 Light Gray	532 Pure Gray 535 Steel Gray 501 Bottle Green 506 Dark Brown 547 Outside White
581 Blind Green	For trimmer or use on lattice, blinds, etc.
587 Indian Red	501 Bottle Green 514 Moss Green 565 Light Cream 547 Outside White
591 Neutral Gray	531 Ivory 594 Light Lead 532 Pure Gray 514 Moss Green 547 Outside White
594 Light Lead	522 Slate 578 Greenish Gray 532 Pure Gray 514 Moss Green 547 Outside White
595 Bright Yellow	533 Light Brown 505 Seal Brown 504 Olive Green 518 Fawn 547 Outside White
598 Cream Tint	527 Buff 533 Light Brown 518 Fawn 547 Outside White 561 Light Leather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THE FIRST AMERICAN PAINT MAKER
FOUNDED 1754
WHENEVER YOU PAINT
WHATEVER YOU PAINT
PAINT DEVOE PAINT
Devoe & Raynolds Co. Inc.
Makers of
Paints, Varnishes, Stains, Enamels
Brushes, Artists Materials, Insecticides.